

Date: February 20, 1996

To: All Stores

From: J. Mahon, General Merchandise Department

RE: RJR Doral Coupon Offer

R. J. Reynolds' Field Sales employees are authorized to affix DORAL \$2.00
Carton Coupons effective March 1, 1996 in all locations.

There will be no forced allocations in support of this program -- watch your
ordering.

R. J. Reynolds Reps are authorized to sign carton rack with one small sign to
announce and support this promotions.

Should you have any questions, please let me know.


Jack Mahon

51850 5510